



Deutsche Bank

chose

Backbase

to deliver the

'WOW' Factor

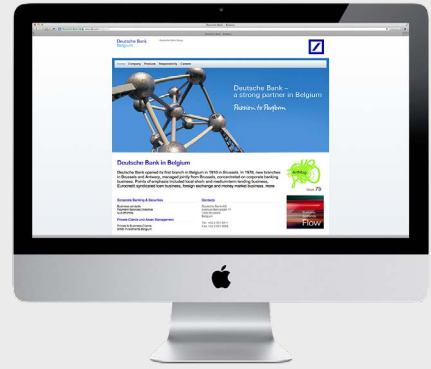
to their

315,000+

wealth

management

clients



Meet Deutsche Bank

Deutsche Bank Belgium is the European arm of the global Deutsche Bank brand, and has 750 employees providing specialized service to 315,000 personal wealth management customers worth more than EUR 19 million (Approx. USD 25 million). Deutsche Bank Belgium is the 6th largest bank in the region and has a specialized Investment & Research Center dedicated to finding the most innovative products to maximize investment opportunities to their valued customers throughout Europe.

Their story

Deutsche Bank Belgium is passionate about providing the best possible to service to all of its customers and has a history of innovation. They anticipated many of the changes taking place online and recognized that their core customers, those requiring personal wealth management services, would benefit greatly from the rich, responsive web-based tools emerging. Deutsche Bank Belgium decided that they wanted to consolidate their personal wealth management service into a seamless online experience that would be available across multiple devices, from smartphones to tablets, laptops and desktops, and would enable their most valued clients to feel empowered and informed at all times.

The new DB Personal experience

Backbase Portal was the essential ingredient to create the next-generation online experience that Deutsche Bank Belgium wanted to deliver to its wealth management customers across all devices. Providing single sign on capability to access beautifully presented, visually augmented representations of their complex portfolios and manage them with ease.

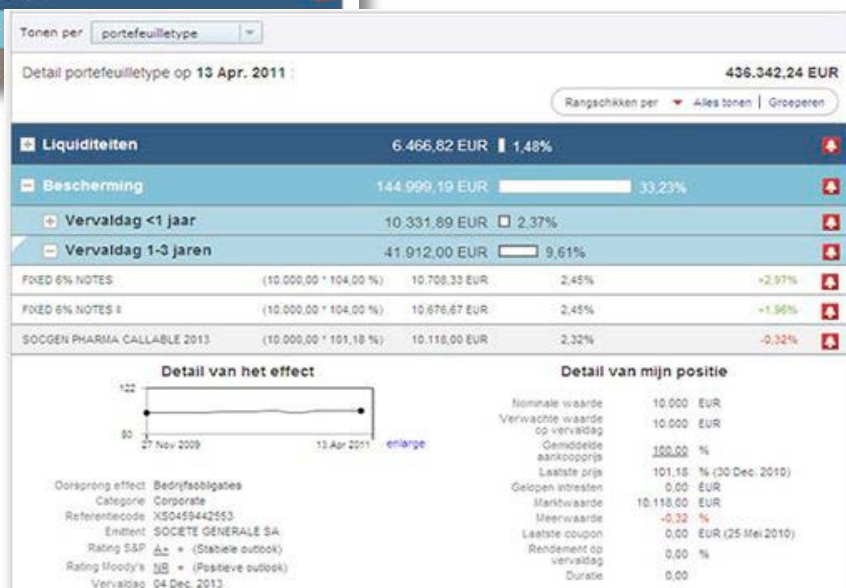
Customers can sign-in and see a complete overview of their portfolios.



View risk potential and options by filtering information.



Make trades and make customized forecasts.



The challenge

Deutsche Bank Belgium wanted to offer their wealth management clients a rich, responsive and unified online experience. They decided to build a new customer experience platform for their wealth management clients, which they would call DB Personal. The bank opted to create its own mashup IT architecture, which would draw from multiple back-end systems, including transactions, trading, and stock portfolio management systems, as well as their content management systems.

Deutsche Bank Belgium knew that the complexity of the project was potentially overwhelming. They saw that choosing the right customer experience layer to sit on top of the mashup architecture they had created would save them an incredible amount of time and hassle. It was very important to Deutsche Bank Belgium that the presentation layer be totally customer-centric, work in real time, and be able to provide their tech-savvy customers with exceptional visual representations of insights into their portfolio.

Deutsche Bank Belgium looked at several vendors, such as TCS and Liferay, but selected Backbase because of their reputation for designing unbeatable customer experiences, the product's fast-time-to-market and their flexibility and collaborative work process, all of which they were aware of through customer testimonials.

How Backbase helped Deutsche Bank Belgium achieve their business goals

Backbase worked closely with Deutsche Bank Belgium to implement Backbase Portal. Backbase helped the Bank leverage the rich, responsive customer experience layer across the DB Personal platform, ensuring customers were given a beautiful, elegant, and easy-to-use experience throughout. Backbase experts were heavily involved for the duration of the project, which took only 9 months from start to end, to ensure that Deutsche Bank Belgium and its customers would benefit from everything Backbase technology could deliver.

“We are looking forward to working with Backbase on larger projects and implementing Backbase Bank 2.0 Portal”



“Backbase’s technical abilities and UX knowledge was terrific and the product was ready to go straight out of the box. We found Backbase to be highly effective partners, they, and the product itself, were exactly what we were looking for; very customer friendly navigation and extremely flexible. Today, we have the best personal management system for private banking in Europe and probably the world. We couldn’t be happier with Backbase Portal; we totally delivered the ‘wow’ factor for our wealth management clients. The customer response has been incredible. We are looking forward to working with them on larger projects and implementing Backbase Bank 2.0 Portal, so all of our customers across Europe can experience a seamless online experience and control over their finances.”

– Cedric Petre, Vice President & Marketing Manager Affluent Banking



“Being able to manage certain aspects of the customer front-end experience without the need of having IT releases is what motivated us to go for the Backbase solution”

– Francois Gillion, Vice President & Head of e-Channels

What Deutsche Bank Belgium's customers think

The response to the new customer interface for DB Personal was overwhelmingly positive. The close working relationships Deutsche Bank Belgium has with its wealth management clients meant that they were able to hear firsthand exactly what their customers thought. The feedback was unanimously favorable and the new real-time trading and management tools have proved invaluable.

The next chapter...

Deutsche Bank Belgium is currently working with Backbase to implement Backbase Bank 2.0 Portal as the new customer experience layer for all of its customers throughout Europe. Backbase Bank 2.0 Portal sits on top of the Bank's existing back-end system to create a seamless, unified banking experience across all devices from mobiles to desktops and tablets.

About Backbase

Backbase delivers portal software that provides a new, user experience layer on top of underlying infrastructure and IT systems. It gives companies the opportunity to create interactions that link customers to relevant information and applications to fit their needs and preferences. With its modern, widget-based architecture Backbase Portal provides the flexibility and speed to create modern portals that truly empower the customer.

Unlike most traditional IT portal vendors, Backbase has created a contemporary, business-driven portal solution that makes portal management easy for e-business professionals. This means faster time to market and more flexibility to optimize online channels with less IT support.

The unique Backbase approach enables organizations to drive self-service, fuel online revenues and turn their online channel into a true Customer Experience Platform. Global companies such as ABN Amro, AIG, Al Rajhi Bank, Costco, GE, Barclays, ING, KPN, Motorola, ViaWest and Visa have improved their online customer interactions and maximized online customer experience, retention and conversion, by leveraging Backbase Portal.

Backbase was founded in 2003 and is privately funded with operations in New York, Amsterdam and Singapore.

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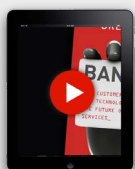
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